

Amendment To The Claims

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1-17/ (Cancelled)

18. (Currently Amended) A method for use in retail establishments involving points-of-sale transactions wherein customers in their respective transactions present selected products at check-out terminal stations and wherein a stream of data signals relating to respective transactions are communicated between the check-out terminal stations and a data storage computer facility for enabling development of total charged amounts for respective complete transactions, said method comprising the steps of:

providing a reward offer ~~Reward Offer~~ to preselected ~~specific~~ customers, ~~[[;]]~~ each reward offer bearing ~~Reward Offer having~~ an associated machine-sensible code ~~MATCH Code~~ whose machine sensing at a check-out terminal station provides data signals identifying ~~respective specific customers to whom respective Reward Offer were provided and each the~~ reward offer and ~~Reward Offer including~~ an offer for sale of a plurality of products ~~at least one product identified in the Reward Offer~~ with an inducement for purchase of said products contained on the reward offer product;

sensing the stream of data signals being communicated between the check-out terminal stations and the data storage computer facility;

temporarily storing in accessible temporary storage data corresponding to successive portions of the stream of data signals;

sensing each occurrence of a data signal provided by machine sensing of the machine-sensible code ~~a MATCH Code~~;

removing from said accessible temporary storage all data corresponding to all data signals occurring during each complete transaction devoid of a data signal ~~signal~~ provided by machine sensing of the machine-sensible code ~~a MATCH Code~~;

selecting from said accessible temporary storage each group of data corresponding to all data signals occurring during each completed transaction wherein there is an occurrence of a data signal provided by machine sensing of the machine-sensible code ~~a MATCH Code~~; and

*sp* analyzing each such group of selected data for determining predetermined aspects regarding each completed transaction as shown by the data in each such group in relation to the reward offer ~~customer~~ identified by a data signal included in each such group provided by machine sensing of the machine-sensible code ~~a MATCH Code~~.

*sp* 19-39 (Cancelled)

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40. (New) A system for providing promotions comprising:

*sp2* a promotion carrier which carries information corresponding to a plurality of promotions, the promotion carrier having a machine readable code thereon which identifies the promotion carrier, each promotion being associated with a product, each product having a machine readable product code;

a reading device capable of reading the machine readable code and machine readable product codes, and configured to provide a data signal bearing information indicative of a the identity of the promotion carrier and the identity of a plurality of selected products; and

a computer facility capable of receiving the data signal and configured to determine if the promotion carrier contains a redeemable promotion for a product of the plurality of selected products.

41. (New) The system of claim 40, wherein the machine readable code is a bar code and the reading device is a bar code reading device.

42. (New) The system of claim 40, wherein the data signal contains a product data signal bearing information indicative of an identity of the plurality of selected products and the computer facility determines a purchase price of the selected products.

43. (New) The system of claim 42, wherein the data signal contains a promotion carrier data signal bearing information indicative of an identity of the promotion carrier presented to the reading device, and the computer facility determines if there are valid promotions contained on the promotion carrier.

44. (New) The system of claim 43, wherein the computer facility determines if a detected promotion on the promotion carrier has already been presented in a completed transaction, and identifying the detected promotion as a valid promotion if it has not already been presented in a completed transaction.

45. (New) The system of claim 43, further comprising a check out terminal associated with the reading device and configured to receive payment for the selected products,

wherein the computer facility is configured to generate a subtotal purchase price for the selected products, subtract valid promotions from the subtotal purchase price to generate a customer bill, and provide the customer bill to the check out terminal.

46. (New) The system of claim 40, further comprising a data analysis facility which is configured to analyze the data signal to determine predetermined aspects of the use of the promotion carrier.

47. (New) A method for providing promotions comprising:  
reading information from a machine readable code on a promotion carrier which carries information corresponding to a plurality of promotions, the machine readable code identifying the promotion carrier, each promotion on the promotion carrier being associated with a product,  
reading machine readable product codes of one or more selected products, the product codes identifying an associated selected product;  
providing a data signal bearing information indicative of the identity of the promotion carrier and the identity of a plurality of selected products; and  
determining if the promotion carrier contains a redeemable promotion for a product of the plurality of selected products based on information in the data signal.

48. (New) The method of claim 47, wherein the machine readable code is a bar code.

49. (New) The method of claim 47, wherein the data signal contains a product data signal bearing information indicative of the identity of the plurality of selected products and the method further comprises the step of determining a purchase price of the selected products.

50. (New) The method of claim 49, wherein the data signal contains a promotion carrier data signal bearing information indicative of an identity of the promotion carrier presented to the reading device, and the method comprises the step of determining valid promotions contained on the promotion carrier.

51. (New) The method of claim 49, further comprising the step of determining if a detected promotion on the promotion carrier has already been presented in a completed transaction, and identifying the detected promotion as a valid promotion if it has not already been resented in a completed transaction.

52. (New) The method of claim 49, further comprising the steps of generating a subtotal purchase price for the selected products, subtracting valid promotions from the subtotal purchase price to generate a customer bill, and providing the customer bill to a check out terminal.

53. (New) The method of claim 47, further comprising the step of analyzing the data signal to determine predetermined aspects of the use of the promotion carrier.